

## NZ Pentathlon Multisport – Social Media Policy 2025

### Purpose

This policy provides guidance for athletes on responsible use of social media to:

- Protect the reputation of NZ Pentathlon Multisport and its stakeholders.
- Uphold integrity, fairness, and respect in all online interactions.
- Ensure compliance with Sport NZ, High Performance Sport NZ, and anti-doping regulations.

### Scope

Applies to:

- All athletes representing NZ Pentathlon Multisport at domestic and international events.
- Coaches, officials, and support staff when posting about athletes or the sport.

### Core Principles

#### 1. **Respect and Professionalism**

- Treat others with dignity and avoid offensive, discriminatory, or inflammatory content.
- Do not engage in harassment, bullying, or trolling.

#### 2. **Protect Confidentiality**

- Do not share sensitive team information, strategies, or internal communications.
- Respect privacy of teammates, officials, and event organizers.

#### 3. **Compliance**

- Adhere to Sport NZ and WADA anti-doping rules—avoid promoting banned substances.
- Follow event-specific media guidelines (e.g., Olympic Charter, UIPM rules).

#### 4. **Brand and Sponsorship**

- Ensure posts align with NZ Pentathlon Multisport values.

- Do not conflict with official sponsors or breach personal sponsorship agreements.

## 5. Personal Responsibility

- Athletes are accountable for their posts, comments, and shares—even on personal accounts.
- Think before posting: “Would I be comfortable if this appeared in the news?”

<b>Do's</b>	<ul style="list-style-type: none"> <li>• Share positive experiences, training updates, and achievements.</li> <li>• Promote the sport and inspire participation.</li> <li>• Use official hashtags and tag NZ Pentathlon Multisport accounts when appropriate.</li> <li>• Be mindful of other athletes' and people's privacy</li> </ul>
<b>Don'ts</b>	<ul style="list-style-type: none"> <li>• Post during competition if prohibited by event rules.</li> <li>• Share images or videos that compromise safety or integrity.</li> <li>• Engage in political, religious, or controversial debates under the team banner.</li> <li>• do not tag or post photos, videos, or personal details of others without their consent.</li> </ul>

## Consequences

Breaches may result in:

- Formal warnings.
- Removal from team social media campaigns.
- Disciplinary action under NZ Pentathlon Multisport Code of Conduct.

## Support

For guidance, contact:

- New Zealand Pentathlon Multisport President: Kaewruethai Collings
- [kaewruethai@kaadvisory.co.nz](mailto:kaewruethai@kaadvisory.co.nz) +64 21 089 03943